# Claims

[c1]     A method for quantitative analysis of communication performance comprising the steps of:

(i) Performing a computerised set of at least two searches in a database or a network containing articles, each search comprising an object of interest related to said communication performance or objects to be compared to said object of interest, at least one search term to be searched in the publication and optionally one or more attributes concerning the publication itself.

(ii) Analysing the search by taking into account additional data, in particular data being provided from a different source than said database or network of articles for weighting or normalisation purposes.

(iii) Displaying the results of said analyses as graphs.

[c2]     A method for quantitative analysis of communication performance as set forth in claim 1 comprising furthermore the step of

Performing steps (i) and (ii) for articles published at different points in time and displaying the results as a function of time.

[c3]     A method for quantitative analysis of communication performance as set forth in claim 1 wherein said object of interest is a company, brand or product name or category, governmental or non-governmental organisation, person or issue of general interest or public policy.

[c4]     A method for quantitative analysis of communication performance as set in one of the preceding claims wherein said data being provided from a different source relates to financial data of company, product line, marketing and PR budget.

[c5]     A method for quantitative analysis of communication performance as set in one of the preceding claims comprising furthermore the step of evaluating the positive, negative, and neutral tone of voice concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by manually evaluating a statistically chosen sub-set thereof.

[c6]     A method for quantitative analysis of communication performance as set in one of the preceding claims comprising furthermore the step of counting and mapping the frequency of most relevant words concerning said object of interest or said objects to be compared to said

objects of interest of a plurality of retrieved publications by plotting the most relevant words in conjunction with their change of occurrence over time.